



People Serving  
People

# City of Riverside

## NEWS RELEASE

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### **FOR IMMEDIATE RELEASE:**

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### **MAYOR AND CITY COUNCIL TO REWARD CITY NEIGHBORS AND NEIGHBORHOODS FOR EXEMPLARY NEIGHBORLY WORK**

#### **The Third Annual Mayor's State of the Neighborhoods and Neighborhood Awards Ceremony**

RIVERSIDE, CA--Regreening Evergreen, transforming the Eastside "block by block", a "sign-raising" party in the Berkshire Hills, beautification on McKinley Street, and Flower Power for Kids are just a few of the neighborhood efforts being celebrated and recognized by the Mayor and City Council at the *Third Annual Mayor's State of the Neighborhoods and Neighborhood Awards Ceremony*. The ceremony is expected to attract over 300 neighbors and neighborhood groups, and takes place this Saturday, November 22, 2003, between 10:00 a.m.- 12:00 noon in the City Hall Council Chambers. The program will be broadcast live on the City's government access Channel 32 (with a digital cable box) or Channel 31 (without digital cable box).

Our neighborhoods form the heartbeat of our city. They are where we have our homes, raise our families, walk to school, mow our lawns, and are kept safe by the watchful eyes of our neighbors. They are where we develop a sense of place and pride in the larger Riverside community. We all expect our neighborhoods to be safe, clean, and beautiful. But sometimes this takes work, which is why the Mayor and City Council believe it important to recognize the extraordinary acts, accomplishments, creativity, and commitment of our neighbors and neighborhood groups that

contribute on a daily basis to improving the quality of life in our city. On Saturday, the Mayor and City Council will do just this when they give out 47 awards in the following three categories: Jack B. Clarke Good Neighbor Award (1), the Neighborhoods That Work Awards (21), and the Neighborhood Pride Awards (25).

**The Jack B. Clarke Good Neighbor Award** was established in 1996 in honor of the late Ward 2 Councilmember Jack B. Clarke. The award commemorates Mr. Clarke's vision of building neighborhood relations and bringing neighbors together for the betterment of the City of Riverside. This year's winner is Gary Coffey from Ward 3, a thirty-year resident of Beatty Drive and co-chair of the Beatty Drive Neighbors.

**Neighborhoods That Work** consists of three sub-categories: Neighborhood Improvement, Beautification, and Preservation; Neighborhood Safety, and Neighborliness and Caring. Three awards are given in each council ward for a total of 21 awards. The 2003 awards will be given to groups as topically and geographically diverse as Ward 1's the Friends of Evergreen Cemetery/Regreen Evergreen Initiative, Neighbors United for the Eastside in Ward 2, Ward 3's Pachappa Hill Neighborhood Watch, Casa Blanca Youth Soccer Club in Ward 4, Flower Power for Kids—Autumn Ridge Apartments in Ward 5, Arlanza Area Clergy Team in Ward 6, and Ward 7's Tiburon Neighborhood Organization, to name a few.

**Neighborhood Pride Awards** are home beautification awards. Residents are invited to nominate a favorite home of theirs to recognize neighbors who show neighborhood pride by taking care of their home and property. Five awards are given in each of the five police areas for a total of 25 awards.

The City wants to know about good things going on in your neighborhood, so give us a call. For more information on how residents can organize their neighborhood or get support for neighborhood activities and projects, call the Office of Neighborhoods at 826-5195.

WHAT: Third Annual Mayor's State of the Neighborhoods and Neighborhood Awards Ceremony

WHEN: Saturday, November 22, 2003, 10:00 a.m.-12:00 p.m.

WHERE: Council Chambers, City Hall, 3900 Main Street (at 10<sup>th</sup> Street), Riverside

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